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## **Episode 18. The Stax Awards — Nominations Are Now Open**

**Eric Brown:** Welcome and thank you for tuning in to this episode of the DataSnax podcast, brought to you by DataStax, where we bring you the latest snackable news and trends in hybrid-cloud, multi-cloud, and database technology. If you've just learned about DataStax for the first time, we're the leading provider of the active-everywhere, hybrid-cloud database, built on Apache Cassandra. I'm your host, Eric Brown, VP of Corporate Marketing here at DataStax, and on this episode I'm joined by a familiar face and voice, our very own Sarah Burr, head of Customer Marketing and Social. Thanks for being on this podcast Sarah, and welcome back to DataStax.

**Sarah Burr:** Thanks for having me.

**Eric Brown:** I'm really excited about this episode because we are introducing an awards program that we're debuting at DataStax Accelerate, the world's premiere Apache Cassandra conference, which is happening in May and we're calling this awards program the Stax Awards, or the Staxies for short. And please be sure to stay tuned to the end of this episode where we're going to be giving you a very special perk for Accelerate and you don't want to miss out on that, but let's get started.

Sarah, the Staxies. Love the name. Can you tell us more about this program and what it takes to win?

**Sarah Burr:** Sure, so our goal for the Stax awards is mainly to recognize customers that are innovating with DataStax, and especially delivering impressive results to their business. So to qualify, companies must be active DataStax Enterprise, DataStax Distribution of Apache Cassandra, or DataStax Manage cloud customers.

Eric Brown: Great. We have so many of the world's leading brands as customers with so many different DataStax use cases, this inaugural award ceremony is a great way to celebrate our customers and partners doing awesome stuff with DataStax, but how are we judging the awards? How do we pick among the best of the best? Who's on the judging panel? And who decides who goes home with the gold?

Sarah Burr: Great question. I'm really excited about our judge's panel. We have Adrian Bridgwater, who is a reporter at Computer Weekly. We also have Ed Targett, who is an editor at Computer Business Review. And our third judge is James Curtis, a senior analyst data AI and Analytics at 451 Research. Plus we'll also have a customer representative and a DataStax employee on the judging panel. And that panel will determine a winner and runner-up for each category.

Eric Brown: Great to see so many third-party judges there, especially with Adrian, Ed, and James. Awesome lining them up. What categories will the judges be evaluating each award on?

Sarah Burr: We will have three categories. The first is the Best Use of DataStax In A Hybrid or Multi-cloud Environment award. And that one recognizes companies that have deployed DataStax Enterprise across multiple tab providers, or in a hybrid-cloud environment.

The second category is called Modern Applications Powered By DataStax. And that award will showcase companies that are building transformative applications, apps that are always on, contextual, real-time, distributed, and scalable, on top of DataStax.

And the third category is called Promising Innovation. And this one highlights customers that are planning innovative projects that fundamentally transform the way their companies leverage data in a mission-critical way, and I'm really excited about all of these.

Eric Brown: I am too, those are great. And in addition to the Staxies awards for customers, we're also going to be awarding our partners at DataStax Accelerate. Can you tell us a little bit about those partner awards?

Sarah Burr: Yeah. So the partner awards will also have three categories, and those are: Solution Partner of the Year, Emerging Partner of the Year, and Technology Partner of the Year.

Eric Brown: This is great, and I love that we are giving customers and partners the platform and recognition they deserve at DataStax Accelerate in May.

Question on everyone's mind: How can listeners get their company's name into the hat to be considered for the Stax awards?

Sarah Burr: The deadline to submit is April 30 of this year, 2019, via the submission form, and the form can be found on [datastax.com/accelerate](https://datastax.com/accelerate) so our main accelerate webpage. The winners will be announced on May 22 and May 23 at DataStax Accelerate in what's sure to be a very exciting ceremony.

Eric Brown: Great, yes I know. Everyone is excited about giving these awards out and seeing who wins and celebrating great customer success.

Last but not least, what would you tell a customer considering entering the program or why would you say they should enter to win a Staxie?

Sarah Burr: We know that our customers do incredible work every day and so the Stax Awards are really an opportunity to recognize that in a public manner. We want to give our customers the credit they deserve for building innovative modern apps, for tackling cloud migrations, and crushing complicated deployments.

If you win, you will receive a trophy, two free tickets to this year's Accelerate conference, a shout-out on the main stage, plenty of marketing promotions, and a ton of bragging rights for winning our inaugural awards. So we really look forward to seeing your entries.

Eric Brown: Love it. Sarah thank you so much for this introduction to the Stax Awards, and I can't wait to be at DataStax Accelerate with you, seeing who wins and celebrating their success, so thank you again.

Sarah Burr: Thanks for having me.

Eric Brown: To learn more about DataStax and DataStax Enterprise, and how we can support your enterprise's any cloud journey, whether it be a hybrid or multi-cloud, please visit us at [datastax.com](http://datastax.com)

That's D-A-T-A-S-T-A-X dot com, and if you are already a customer, please get your entries in for the DataStax Stax Awards this year. We'd love to see what you're up to and celebrate your success. If you just heard about DataStax Accelerate for the first time, it's the world's premiere Apache Cassandra Conference, where attendees can learn from their peers, industry experts, and community leaders about transforming modern enterprise applications on any cloud at scale, and find out what's happening in the world of Apache Cassandra.

To reserve your seat, as a special thank you for our listeners, visit [datastax.com/accelerate](http://datastax.com/accelerate) and use the promo code SOCIAL20, that's S-O-C-I-A-L-2-0, for 20% off your entire registration. Trust me, you want to be at this event, and we can't wait to see you there.

Finally, thanks as always for tuning into this episode of the DataSnax podcast, and if you haven't done so already, don't forget to hit that subscribe button on your favorite podcast app that you're notified when a new episode is released. Thank you for listening, and have a great day.

### **About DataStax**

DataStax delivers the always-on, active everywhere distributed hybrid cloud database built on Apache Cassandra™. The foundation for full data autonomy and personalized, real-time applications at scale, DataStax Enterprise makes it easy for enterprises to exploit hybrid and multi-cloud environments via a seamless data layer that eliminates the issues that typically come with deploying applications across multiple on-premises data centers and/or multiple public clouds.

We help many of the world's leading brands across industries transform their businesses by eliminating data silos and powering modern, mission-critical applications. For more information, visit [www.DataStax.com](http://www.DataStax.com) and follow us on Twitter [@DataStax](https://twitter.com/DataStax).

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